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UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

PUREBRED DAIRY-SIRE INTRODUCTION

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The purebred dairy sire is the greatest single factor in increasing the average production of dairy cows. This fact is generally recognized, yet 75 per cent of the dairy bulls in service in the United States are either grades or scrubs.

An analysis of census figures made by the United States Department of Agriculture shows that the States high in percentage of purebred dairy sires are high also in average milk production per cow. The 48 States, after being arranged in the order of percentage of purebred sires, varying from 91 to 8 per cent, were divided into four groups of 12 States each and the average milk production per cow in each group was found. The results showed that the group containing the highest percentage of purebred sires was also the leading group in average milk yield, and that as the percentage of purebred sires decreased the production of milk for the group became less.

The following question is often asked: To what extent may purebred dairy sires be expected to increase the milk and butterfat production of average cows in one generation? This question can best be answered by giving actual results from herds where carefully selected purebred dairy bulls have been mated with average cows; that is, with cows whose average yearly production is about 4,500 pounds of milk and 175 pounds of butterfat.

A tabulation of records of cows in dairy-herd-improvement associations has been made by the Bureau of Dairy Industry, and the production of daughters of purebred bulls has been compared with the production of the dams of those daughters. The yearly butterfat production of the dams of 260 daughters ranged from 150 to 199 pounds. When the records of all immature cows were figured to maturity the

average yearly milk production of the dams was 4,695 pounds and that of the daughters 7,607. The average yearly butterfat production of the dams was 179 pounds and that of the daughters 300. On an average the daughters excelled the dams by 62 per cent in milk production and by 67.6 per cent in butterfat production. These figures give some idea of the results that may be expected when average dairy cows are mated with purebred dairy bulls.

Various plans are being used to introduce purebred dairy sires. These include county-wide and state-wide scrub-bull-eradication campaigns, cooperative bull associations, bull clubs, better-sire trains, and others. The first three of these plans are discussed in detail in this circular, and bull clubs are mentioned briefly.

COUNTY-WIDE SCRUB-BULL-ERADICATION CAMPAIGN

A county-wide scrub-bull-eradication campaign is an organized effort within a county to inform every dairyman of the importance of breeding only to a good purebred bull and to make definite arrangements to replace the scrub, grade, and other inferior bulls with purebreds that are well grown, of good conformation, and from dams with high yearly milk and butterfat records.

The campaign is carried on in cooperation with the extension service of the State college of agriculture. It consists of four main parts: (1) The survey, which is made to ascertain whether a campaign is needed; (2) organization of local committees to carry out the details of the campaign; (3) a short, intensive period, when all parties connected with the campaign are on the ground, working at top speed; and (4) a longer period of follow-up work, which makes the campaign of lasting benefit.

Considerable time and effort are required to organize such a campaign. At least three weeks should be allowed for the survey and the organization of local committees. In many cases more than three weeks are required. Unless the time of workers, both State and local, is available it is generally inadvisable to attempt to conduct a campaign.

The intensive part of a campaign lasts ordinarily about one week. During that time every effort is made, through personal solicitation, meetings held in every community center in the county, newspaper publicity, advertising, motion pictures, and other means to bring before the farmers the value of purebred bulls.

After the intensive period of the campaign at least four days are needed to distribute bulls to purchasers and to interview additional prospective buyers.

PRELIMINARY INFORMATION NECESSARY

In planning a scrub-bull-eradication campaign for a county the following information should be obtained and considered:

What dairy projects have been carried on in the county previously, and how do these fit in with this proposed campaign?

Is this the logical time to introduce this new dairy project?

Can sufficient funds be obtained to meet the expenses?

Will a sufficient number of workers be available?

Will the State dairy specialist or his representative be able to give personal attention to the work?

Will a publicity man be available for the campaign?

At preliminary conferences of the county agent, State dairy specialist, and local leaders the foregoing questions can be answered. After this preliminary information is secured, if it is thought advisable to go ahead plans should be laid to make a survey of the county.

THE SURVEY

The success of the campaign depends to a large extent on the accuracy and completeness of the survey.

A large map (fig. 1) showing roads, schoolhouses, and communities in the different districts of the county should be procured. Each district and each community within the district should be numbered.

The county agricultural agent or other extension worker selects a committee of three to five farmers from each community and invites them to meet with the leader of the campaign, usually the State dairy specialist. At this meeting the plan of campaign is outlined, its benefits explained, and the cooperation of the local leaders requested in making the survey. The chairman of the community committee is given the survey cards for his community with the names of the farmers written on the cards. He is requested to distribute them among his committeemen to be filled out and returned to him at a specified time. The survey cards bear two numbers, corresponding to the district and community numbers on the county map. A suggested survey card is shown below.

LIVESTOCK SURVEY OF CHESTER COUNTY

Name:	<i>H. T. Carter</i>		Post Office	<i>Rodman</i>	
	Breed	Scrub	Registered		
Bulls owned 18 months old and over - - -					
	Breed	Scrub	Registered		
Bulls owned 18 months old and under - -					
	Breed	Scrub	Registered		
If no bull is owned, check here kind used	<i>Guernsey</i>				
	Breed	Grade	Purebred		
Mature cows owned - - - - -		<i>4</i>			
	Breed	Grade	Purebred		
Heifers owned - - - - -					
Does party sell cream, butter, or whole milk?	<i>Cream.</i>				

(Signed) *W. S. Gill,*
Committeeman.

The length of time required to make a satisfactory survey depends to a large extent on the personnel of the committee. If the men are representative farmers of the community it is seldom necessary to make a farm-to-farm canvass, as they will know pretty accurately the dairy conditions on practically every farm in their vicinity.

It has been found advisable to have a number of circular letters sent to each committeeman while the survey is being made to remind him that the task is to be completed by a certain time.

After the survey has been completed the results for both county and community are tabulated. The county tabulation is made on a

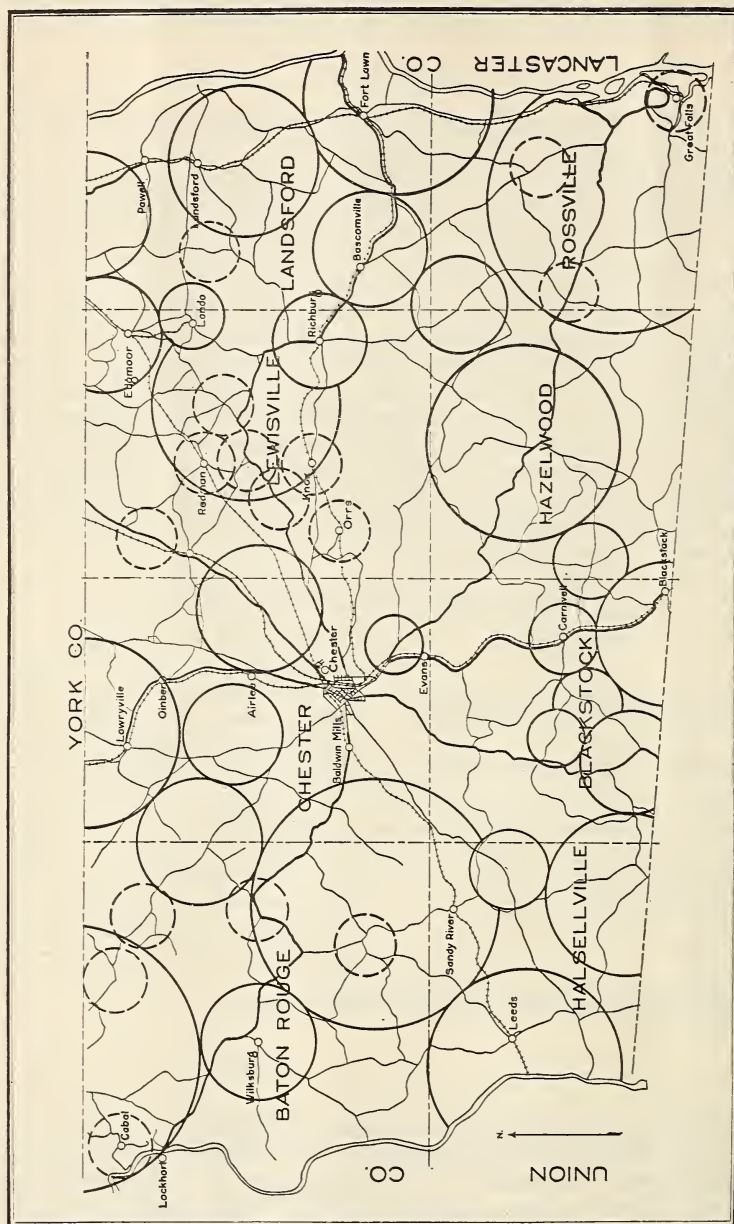


FIG. 1.—Map of county divided into districts showing communities, schoolhouses, and roads within the districts

large chart (fig. 2) on which totals of the individual survey cards are given. This information shows the need for the work and forms the basis of the campaign.

SCHOOL AND DISTRICT NO.	OLD BULLS OWNED		YOUNG BULLS OWNED		NUMBER OF FARMERS BREEDING TO		COWS OWNED		CALVES OWNED		NUMBER FARMS REPORTING	CREAM SOLD		BUTTER SOLD		MILK SOLD		FARMS 24+ STONS SELLING NOTHING	PER CENT USING PUREBRED
	SCRUBS	REGIS-TERED	SCRUBS	REGIS-TERED	SCRUBS	REGIS-TERED	SCRUBS	REGIS-TERED	SCRUBS	REGIS-TERED		FARMS	COMS	FARMS	COMS	FARMS	COMS		
HAZLEWOOD 4	6-9	3-9	5-9	1-9	18-9 1-9	20-9	88-9 4-9	6-9	35-9 2-9	6-9	40		5	19		21		50% 50%	
ROSSVILLE 6	7-9 2-9	6-9 2-9	2-9	2-9	33-9 44-9 3-9	43-9 15-9 1-9	321-9 129-9 2-9	2-9 6-9	121-9 34-9	3-9 3-9	159	5	28	12	66	6	83	39% 61%	
WISE 8	1-9 1-9	1-9 2-9	6-9 2-9		25-9	1-9	37-9 13-9		24-9 1-9 1-9		26					15		4% 96%	
CORNWELL 25	2-9	5-9	1-9	3-9	11-9	31-9	63-9 4-9	20-9	22-9	19-9	49	7	31	5	10	2	12	21	40%
HOPEWELL 26	1-9	2-9	1-9		15-9	4-9	36-9		5-9		42	2	7	3	11	15		74% 26%	
OAKHILL 27	1-9		1-9		46-9	36-9	159-9 3-9		134-9		19	2	7			17		22% 78%	
ARMENIA 29	2-9	3-9	2-9		22-9 1-9	4-9	29-9 1-9 16-9	2-9	18-9 2-9		81	12	40	16	35	28		45% 55%	
BETHLEHEM 30	2-9		2-9		26-9 1-9	1-9	32-9		6-9 2-9		28	1	1	1	4	13		15% 85%	
MOUNT PROSPECT 33	3-9 1-9	2-9	17-9	6-9	32-9	15-9 3-9	132-9 6-9 3-9	12-9	64-9 1-9	10-9	70		7	20		36		4% 96%	
WELLRIDGE 35	81	58	203	34	1161	457	3454	160	1316	105	1631	60	333	99	350	15	188	863	297% 71%

FIG. 2.—Chart showing results of county survey

This method of making a survey has proved very satisfactory. Where it has been used over 75 per cent of the cards have been filled out accurately and returned at the proper time.

Another method sometimes used is to inclose the card with a letter of explanation to the farmer, requesting that the card be filled out and mailed to the county agricultural agent. Many farmers, however, delay filling out the cards, misplace them, or entirely ignore them. This makes it almost impossible to secure an accurate and prompt survey.

ORGANIZATION MEETING

After the survey has been made and tabulated, a meeting of representative citizens from all organized groups interested in the welfare of the county is called. Among these should be representatives of such organized groups as the following:

- State agricultural extension service.
- County agricultural agent.
- Local school superintendent.
- Agricultural teachers in high school.
- Farm organizations.
 - Farm bureau.
 - Grange.
 - Farmers' federation.
 - State dairymen's association.
 - Others.
- Banks of the county.
- Newspapers (local).
- Business organizations.
 - Chamber of commerce.
 - Board of trade.
 - Bankers' association.
 - Rotarians.
 - Kiwanis Club.
 - Lions' Club.
 - Others.
- Livestock associations.
 - National and local livestock or breed associations.
- Railroad agricultural or development agents.

A temporary chairman who is familiar with the plan should preside at this meeting. The following points should be discussed:

- Purpose of the campaign.
- Cooperation desired.
- Does _____ county need a campaign?
- Viewpoint of the cooperating agencies.
- What the State college will do.
- What the United States Department of Agriculture will do.
- What local organizations will do.

A vote is taken to determine whether the county wants the campaign; and if this is decided in the affirmative, a permanent chairman is selected. This chairman should be a local person who is recognized as a leader, has considerable influence in the community, and is not opposed by any group.

The program of an organization meeting of one campaign is shown.

PROGRAM OF ORGANIZATION MEETING

"S C R U B"

"The Greatest Enemy of Improvement"

PROGRAM

Booster Burgoo and Smoker, March 21, 1925—6.15 P. M.
Masonic Temple

PUREBRED SIRE CAMPAIGN

D. Utley, Chairman

1. Selections by Madisonville High School Orchestra.
2. America—All Sing.
3. Divine Blessing—Dr. A. P. Wilson.
4. Address, Introductory—W. E. Wintermeyer, United States Department of Agriculture.
5. County Survey Results—W. D. Sutton, County Agent, Hopkins County.
6. Reading by Miss Elizabeth Utterback, Madisonville, Kentucky.
7. Address—Dean Thomas P. Cooper, Kentucky Experiment Station.
8. Address—D. W. Gatlin, Secretary Chamber of Commerce, Madisonville, Kentucky.
9. Organization of campaign committee.

SUPERVISION

An executive committee consisting of seven or nine men determines the policies of the campaign and directs its activities. This committee includes the chairman, the county agricultural agent, State and Federal representatives, and three to five local representatives appointed by the chairman.

The chairmen of all subcommittees are named by this executive committee. In choosing chairmen for the subcommittees care should be taken to select persons who have knowledge of the work to be undertaken, have time to do the work, and will perform the duties agreed upon. The chairmen should select their own committee members.

All reports of executive committee meetings and subcommittee meetings should be kept in writing. The chairman of each subcommittee is held responsible for the matter presented by his committee. In conference with the campaign manager the duties, budget allowance, and time and place for reports of each subcommittee should be outlined in writing as follows:

- What is to be done?
- When is it to be done?
- How is it to be done?
- By whom is it to be done?

The county agricultural agent is the local leader of the campaign, and the State dairy specialist is the campaign manager.

SUBCOMMITTEES, WITH THEIR DUTIES

The following subcommittees should be appointed:

Publicity (scrapbooks; essay, slogan, and other contests; photographs; advertisements; and news stories).

Finance.

Speaking schedules and transportation.

Sire inspection.

Information material (bulletins, exhibits, motion pictures, slides).

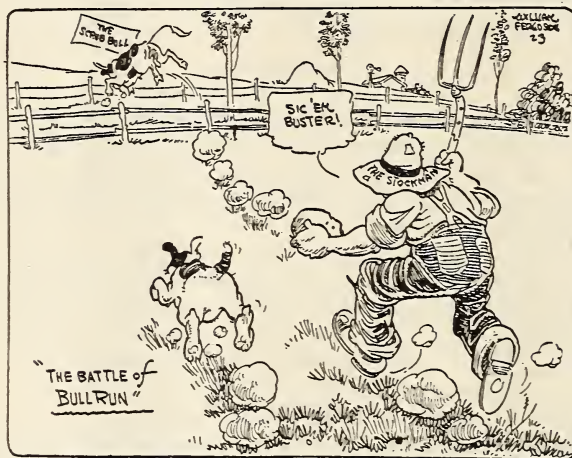
PUBLICITY COMMITTEE

The chairman of this committee, if possible, should be a representative of the college publicity department, a person familiar with the style of newspaper writing, or a contributor to a newspaper.

SWAT THE SCRUB

Chester County Farmers Declare War Against the Scrub Sire

HISTORY REPEATS ITSELF



Drive Starts Monday, Jan. 26 And Lasts One Week

Enlist In The Purebred Army In Its Fight For Progress
No Truce Will Be Signed---The Scrub Must Go

Attend Your Community Meeting and
Learn How

PUREBREDS PAY!

FIG. 3.—An effective poster aids in arousing interest in the campaign

The committee should make plans to carry on effective publicity by means of posters (fig. 3) and through the local newspapers for several weeks, both before and during the time of the intensive part of the campaign. The news articles and stories should contain as much local color as possible. The results of the survey, as well as stories of dairy practices of some of the most prominent farmers of the county, will serve excellently for this purpose. These stories may contain photographs of dairy animals of the community, production figures, and other facts of interest relating to them. Illustrations of good barns, silos, and other dairy equipment might well be included. Suggested topics for press articles are as follows:

Why the purebred sire?

Selection of the purebred sire.

Building up a herd from a small foundation.

Care of the purebred sire.

Construction of bull pens and houses.

Building a dairy community.

Dairy-herd-improvement associations.

Raising dairy calves.

Dairy rations from home-grown feed.

Care of cow at calving time.

Value of dairy products on the family table.

Value of good pastures.

Pertinent facts regarding the dairy industry.

Local newspapers as a rule give liberal support to such a campaign. Business firms and banks frequently donate their advertising space or carry extra-paid advertising on the value of purebred sires. (Figs. 4, 6, 7, and 8.) In some campaigns enough advertising space is paid for by these various cooperators to make possible several special editions of the newspapers. (Fig. 9.) In these special editions cartoons and halftones illustrating the value of purebred sires are used extensively. (Fig. 10.) Copies of these papers are mailed to every farm home in the county. Another feature of the campaign that creates a great deal of interest and furnishes a large amount of publicity material is a scrub-bull trial.¹ It should be staged at the county courthouse or some other central point within the county prior to the week of the intensive campaign.

The publicity committee also has charge of essays or other contests for schools and for members of boys' and girls' clubs. The themes of these essays should be subjects of interest to the community and have a direct bearing on the campaign.

A slogan contest open to everyone always creates a great deal of interest and helps to mold public opinion against the use of scrub bulls. Following are some prize-winning slogans:

Use scrub sire to make good hash

But purebred sire to get the cash.

With the scrub sires out and the purebreds in

You bet your life we're sure to win.

Pull yourself out of the mire;

Buy yourself a purebred sire.

Get a purebred bull and

Burn the mortgage.

A purebred sire makes the

Milk check higher.

¹ An outline for conducting a scrub-sire trial may be procured from the Bureau of Animal Industry, United States Department of Agriculture.

The club leader and school superintendent should be requested to assist in conducting the contests. Prizes are offered for a number of the best essays and slogans.

A member of the publicity committee, usually an extension service representative, should be appointed to prepare three scrapbooks, which will be a record of the campaign. These books will be useful

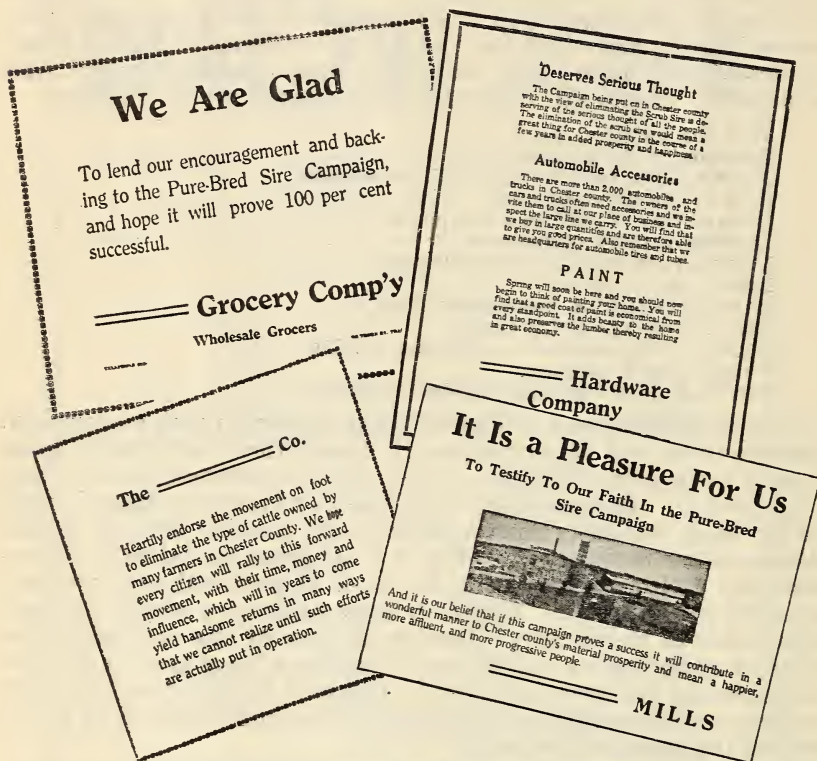


FIG. 4.—Contributions made by business firms

for reference in follow-up work and in conducting other campaigns. Scrapbooks should contain the following information:

- Plan of organization of campaign and list of cooperating organizations.
- Clippings of all news stories and other newspaper material.
- Pictures of posters, exhibits, parades, etc.
- Copies of prize essays.
- Miscellaneous material, such as is shown in Figure 5.
- Financial statement.
 - Expense for sire-inspection committee.
 - Expense of loading, unloading, and feeding bulls.
 - Miscellaneous expense.
 - Clerk hire.
- Human-interest stories.
- Results of campaign.
 - Number of bulls placed.
 - Number of scrubs replaced.
- Follow-up plans and their results.
- Reports of committees.

The Scrub Bull Brings a Mortgage

No Hope, N. J., -----19--

12 Months after date I promise to pay My Owner 365 Days
Hard Labor without Remuneration or Interest.

A Scrub Bull

There will be no bulls like this at the Bull Sale and Calf Club Show, Hackettstown, August 26th.

“Get a Purebred Bull and Burn the Mortgage”

The Purebred Bull Starts a Bank Account

No.-----
----- 19--

To **A. F. Dairyman**

For **Good Judgment**

Balance **Dollars**

Am't Check **A Bank Account**

Balance
Enough for all Dairymen

THE DAIRYMEN'S NATIONAL BANK

Prosperity, N. J.,-----19---\$----

Pay to the
order of **A Farsighted Dairyman**

A Bank Account

No.----- **A Purebred Bull**

Buy yours at the

BULL SALE AND CALF CLUB SHOW

HACKETTSTOWN, AUGUST 26

Judging of Cattle Exhibit, 10:30 (Standard Time); Bull Sale, 1:30

“Get a Purebred Bull and Burn the Mortgage”

FIG. 5.—Letter inclosures used in one campaign

FINANCE COMMITTEE

The chairman of this committee should be a local banker or some other business man. This committee, with the advice and approval of representatives of the extension service and campaign manager, should prepare a tentative budget for the approval of the executive committee. It is advisable to consult the subcommittee chairmen as to their needs for funds. A thorough canvass should then be made to secure funds for the campaign, and all funds should be in the bank not later than one week before the beginning of the campaign. At the close of the campaign a financial statement should be rendered to the executive committee. Actual expense statements of two different campaigns are given on pages 12 and 13.

HOW MUCH IS 131 POUNDS OF BUTTERFAT WORTH TO YOU?

At the present market, 131 lbs. of butterfat would bring you \$65.50. State statistics show that a Pure Bred Sire increased production that much for each of his ten daughters.



A Pure Bred Bull increased production of grade cows by that much for one state herd, why not get the same results for yourself?

HERE ARE THE ACTUAL FACTS:

By Don G. Warriner, Dairy Extension Specialist, and F. W. Eberl, Assistant Dairy Extension Specialist of Washington State College, Pullman, Wash.

The value of a high class pure bred dairy bull is well shown by the records of one of the good grade dairy herds of this state. The records of this herd are used for showing the value of a high class pure bred bull because records are available on a good number of daughters and their dams and because they were made under practically identical conditions of care and kind of feed.

The records of 10 daughters for one year calculated in milkage as far as is comparable to those of their dams show that their average production was 447 lbs. of butterfat, while the average production of the 10 dams was 316 lbs. of butterfat. In the average production of the daughters was 131 lbs. of butterfat more than that of their dams.

The increase of production of daughters over their dams is not at all phenomenal, but is such as can be expected in any average herd from daughters sired by a high class pure bred bull. The average production of the daughters of 447 lbs. of butterfat was about what could be expected of a bull whose

dams had an official record of 444 lbs. of butterfat and whose sire had 2 daughters which had official records averaging 520 lbs. of butterfat and whose dams had an official record of 309 lbs. of butterfat.

A much larger increase in production of daughters of such a bull over that of their dams can be expected in ordinary herds, many of which have an average annual production of much less than 316 lbs. of butterfat. The 4 lowest producing dams in this herd with the same care and kind of feed that the other cows received averaged 244 lbs. of butterfat, while their 4 daughters averaged 412 lbs. of butterfat, which was an average increase of daughters over dams of 168 lbs. of butterfat.

Though the 10 daughters averaged 131 lbs. of butterfat more than their dams, they received the same care and kind of feed. However, we know that every extra pound of butterfat requires almost 8 lbs. of total digestible nutrients to produce it, if we assume that the 131 lbs. of butterfat was produced with nutrients from concentrates alone, about 1,050 lbs. of concentrates having a nutritive ratio of 1 to 2 would be required to produce it. Under average conditions the return of the butterfat would leave a good profit over the cost of the feed and if the profit were multiplied by an average of six lactation periods for each daughter the bull would likely sire, there would be

for the purchase of such a bull quite a sum to add to the amount that would be required to purchase a bull whose daughters would average the 316-lb. average of their dams. In addition to this the bull should be allowed credit for the extra milk sold, for the measure obtained from the extra feed and for his effect on his granddaughters.

The increase of 168 lbs. of butterfat over the 244-lb. average of the four low dams is of still greater value proportionately than the 131-lb. increase over an average production of 316 lbs. because a greater proportion of the increase over the 244-lb. average can be made from nutrients in roughage.

The importance of the use of a high class pure bred bull is so great that it is profitable to keep one from outside breeding without danger of disease if proper precautions are taken. Two or more cows can frequently own such a bull in partnership to advantage. In many communities there is great advantage to be obtained in organizing an association which can own several high class purebred bulls as they can be kept to old age without necessity of using a bull on his own daughters. However, raising a bull on a high class purebred bull to the breeder, it is generally advisable to use him on his few daughters if they show no signs of weakness.

Contributed to the Success of the Better Sire Campaign and the Improvement of the Dairy Industry of Snohomish County by the

SEATTLE MILK SHIPPERS ASSOCIATION

FIG. 6.—Contribution made by a milk shippers' organization

[Expense statement (1)]

Printing	\$120.00
Photographs	42.50
Express on materials	13.11
Scrapbook	8.00
Purchase, selection, and transportation of bulls	75.00
Feeding, loading, unloading, and caring for bulls	124.03
Mailing expenses	30.00
Exhibit	35.00
Office help	65.38
Telephone (long distance)	12.70
Miscellaneous	11.50
Total	537.22

NATIONAL BANK
4%
Watch the Sire for Production
The scrub bull is a stairway which leads down to failure. For example, in one year a certain scrub cow produced 146 pounds of butter fat. Her daughter, sired by a scrub bull, produced 126 pounds of butter fat, and the granddaughter, also sired by a scrub, produced 99.7 pounds of butter fat.
You invite failure to your dairy business by keeping a grade or scrub bull.
Here at the _____ National we believe that the best is none too good for the farmer, then why a grade or scrub bull?
"The Bank that Backs the Farmer"

NATIONAL BANK
4%
Pure Bred Sire Milk Check Higher
Sometimes a dairyman holds the penny so close to his eye that it is impossible to see the dollar a little further off, and that is just what a man is doing who has a good dairy herd of grade cows and thinks he is economizing by using a scrub sire.
We of the _____ National believe that scrub sires are a menace to the dairy industry of Snohomish County.
"The Bank that Backs the Farmer"

NATIONAL BANK
OF WASHINGTON
EVERETT, WASH.
1917

A PUREBRED SIRE Makes Your Milk Check Higher SALE STARTS February 18th.
Let's make Snohomish County the best milk producing county in the world.
_____ **Bank of Snohomish County**

To the Dairymen of Snohomish County:
The Purebred Sire Campaign now being conducted in Snohomish county under the auspices of the Washington State College at Pullman, through a local committee, is worthy of the attention and support of all who are interested in the improvement of the quality of farm livestock, particularly of dairy cattle, in this county.
By the use of good types of purebred sires the accumulated progress of hundreds of years of careful breeding is made available to the local dairy industry.
As farmers we can, if we so will and act, make Snohomish County the foremost county in Western Washington in the quality of its dairy stock and in the volume and value of its dairy products.
Every good purebred dairy sire on the farms of this county is a help to the economical and therefore profitable production of dairy foods.
W. G. GRIMM, President,
Snohomish County Dairymen's Association.
Published for the Purebred Sire Campaign Committee by Courtesy of the _____ **BANK OF EVERETT**

FIG. 7.—Advertising space donated by banks

[Expense statement (2)]

Printing-----	\$23. 01
Purchase, selection, and transportation of bulls-----	3. 10
Feeding and caring for bulls-----	28. 64
Prizes, essay contest-----	10. 00
Incidental-----	15. 00
Total-----	79. 75

The cost of a campaign may vary from a few dollars to more than \$1,000. Campaigns giving prizes for exhibits and contests, carrying on expensive advertising, and publishing illustrated editions of newspapers, will, of course, cost more than campaigns omitting some of these features. Subject-matter circulars furnished by the United States Department of Agriculture and the State agricultural colleges are not, as a rule, charged to the campaign fund.

The number of purebred bulls placed and of scrub bulls eliminated during the campaign bears no relation to the cost, nor is the number of bulls placed the only measure of its success. If the campaign stimulates dairymen to think about the value of better stock, eventually well-selected purebred bulls will replace scrub bulls on the dairy farms of the country.

THE CHESTER NEWS

CHESTER, N. C. TUESDAY, JANUARY 10, 1912

"THE SCRUB SIRE MUST GO" - CAMPAIGN SLOGAN

HERD SIRE SELECTION IS FARMERS PROBLEM

1. Select the best sire of your herd.
2. Know the true value of purebred sires.
3. Study the progress of the purebred sire.
4. Select the best sire of your herd.
5. Know the true value of purebred sires.
6. Study the progress of the purebred sire.

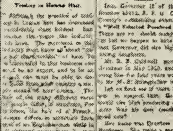
COUNTY FAIR EXHIBIT—1911



HOW A CHESTER MAN STARTED A GUERNSEY HERD



IMP. GOVERNOR OF THE LES GRANDES



MEETING SCHEDULE

Meeting to be held at each of the following named schools...

THE SCRUB SIRE MUST GO

It is the duty of every farmer to select the best sire of his herd...

THE SCRUB SIRE MUST GO

It is the duty of every farmer to select the best sire of his herd...

Fig. 9.—A special edition of a newspaper on the value of purebred sires

COMMITTEE ON SPEAKING SCHEDULES AND TRANSPORTATION

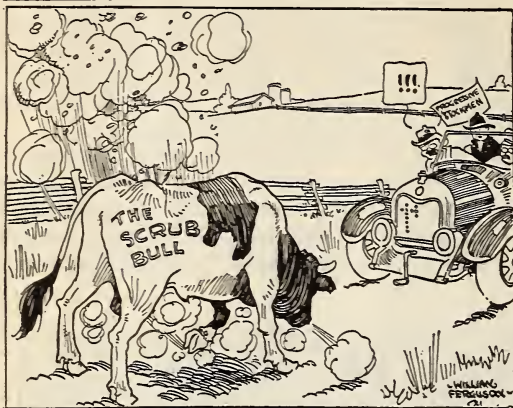
The committee in charge of public speaking should prepare a schedule of meetings in order that speakers may appear before local organizations and community meetings during the week of the intensive campaign. This committee will also arrange for the transportation of speakers.

SIRE-INSPECTION COMMITTEE

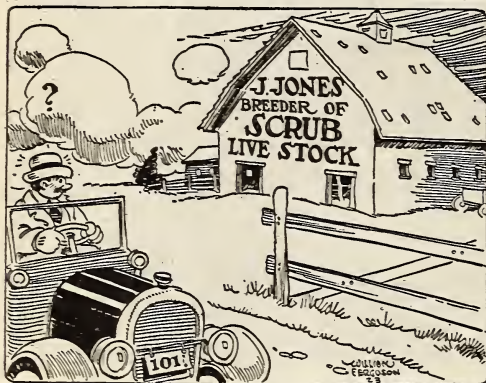
This committee should consist of a prominent breeder or dairyman of the county as chairman and one representative from each of the dairy breeds in the county. The duties of this committee are to locate and to approve the available bulls and to provide a plan for their sale and distribution.

A plan that has proved very successful is the consignment of the bulls to the committee with the price set by the owners. Shipping charges are prepaid by the owners. These bulls are placed on inspection and sale during the week of the campaign. One or more

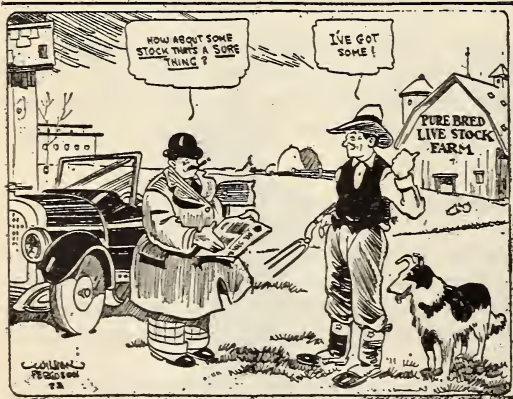
HOLDING UP THE PROCESSION



SIGNS YOU NEVER SEE



ALWAYS AT PAR



members of this committee, or some one well acquainted with pedigrees, should be available at all times to show the animals to prospective purchasers. Figure 11 shows prospective purchasers looking over purebred bulls on sale during one county scrub-bull-eradication campaign. When a sale is made the animal should be removed as soon as convenient, as many prospective buyers think that the bull marked "sold" is the only one that will meet their requirements.

Bulls that are not sold at the end of the campaign are returned to the owners with shipping charges prepaid by the committee.

Another method used by the committee in selling bulls is to employ salesmen. The owner is requested to list his bull with the sire-inspection committee, to furnish an extended pedigree, pictures, and other information that may be helpful in selling his animal, and to sign a sales contract. A copy of a pedigree blank and a contract used in a campaign are shown on page 18. All this information should be assembled and placed in a sales book, and each salesman should be furnished with a copy. The bulls listed for sale should be divided equally with respect to

FIG. 10.—Cartoons used by newspapers to illustrate the value of purebred sires

price, age, and breed among the salesmen, who receive from the purchaser a deposit of 10 per cent of the selling price of the bull at the time the sale is made. The minimum deposit is \$15. Of this sum \$2.50 is given to the campaign committee for defraying expenses. The salesman is paid the remainder by the committee. The purchaser of the bull signs the sales contract and gives the name of the bank where the remainder of the purchase money will be paid. The signed contract is sent to the committee, where the sale is recorded, and then forwarded to the bank designated.

The committee sends to the owner of the bull the names of the purchaser and the bank and requests him to forward to the bank the registration papers and fees for the transfer of the bull. A copy of a letter giving such information is shown on page 19. After both parties have complied with the terms of the contract the bank notifies the owner to ship the bull direct to the purchaser. If the purchaser is not satisfied with the bull he is given 24 hours after arrival in

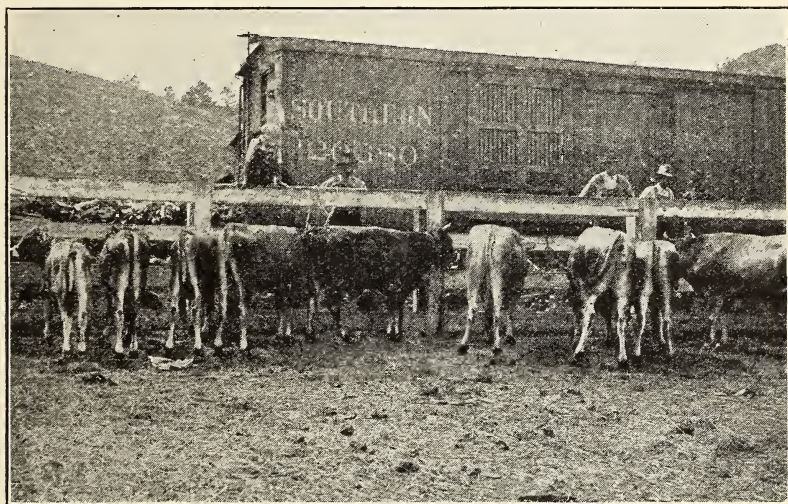


FIG. 11.—Prospective purchasers looking over purebred bulls brought to Jackson County, N. C., during a scrub-bull-eradication campaign

which to note an appeal to the inspection committee. If the bull is not as represented he may be returned to the owner at the latter's expense; but if found to be as represented, the purchaser is required to keep the bull. As soon as the bull is accepted by the purchaser the bank mails to the owner a check covering the amount stated in the contract. Whatever sales plan is used, it is important that the committee have a definite agreement with the owner.

A person consigning for sale purebred sires above 6 months of age is requested to furnish the sire-inspection committee with a list of these animals, a description of them, their pedigree, and to agree to the following:

To give an option to the sire-inspection committee on the bulls approved, accepted, and listed by them for the period of the campaign.

To give the name of each animal, the names of sire and dam, and a complete but brief explanation regarding the individuality, breed, color, production records, and show-ring winnings of ancestors.

To guarantee every animal to be free from tuberculosis, in accordance with State and Federal regulations.

To guarantee all animals to be breeders, under the following conditions: Any bull over 1 year of age that shall not under normal conditions get any females with calf within six months after first service shall be reported in writing by the purchaser to the owner and county agent. The owner shall have three months in which to prove the bull a breeder before refunding the purchase price. The purchaser shall be responsible for any neglect or injury to said bull during the time it is in his possession. Transportation charges on any animal returned to the owner at his request shall be paid by him.

(Pedigree of bull)

Name of owner.....

P. O. address.....

Breed ----- Date dropped ----- Price, \$ -----

Fill in all production records possible.

Remarks:

(Sales contract)

This contract entered into between _____, _____,
party of the first part, and _____ (Seller's name) _____ (Address)
_____, party of the
second part. The party of the second part hereby agrees to purchase a purebred sire
described as follows: Committee's serial No. _____ for which he agrees to pay the sum
of _____ dollars, of which a deposit of _____ dollars (10 per cent of sale
price with a minimum of \$15) has been made, which accompanies this contract. The
balance, _____ dollars, to be put in escrow in _____ Bank, and to be paid
to party of the first part when the following conditions have been complied with:

The party of the first part agrees—

(1) That the bull has been tuberculin tested and grants the privilege of a 60-day retest unless from an accredited herd;

(2) To guarantee a clear title to the described animal;

(3) To furnish application for registration or registration transfer papers, properly filled out, and fees therefor, and delivery to the above designated bank.

The party of the second part agrees—

(1) To deposit the balance of the purchase price in the above bank within two weeks after the signing of this contract;

(2) To accept the bull on his arrival or appeal within 24 hours from date of arrival to the sire-inspection committee, whose decision will be final.

This contract is not effective until it is signed by parties of the first and second part. It is understood that the sire-campaign committee has no further responsibility after the party of the first part has been notified of the signing of this contract by the party of the second part.

Signed ----- Seller, party of the first part ----- Buyer, party of the second part

Seller, party of the first part. Buyer, party of the second part.

Salesman.

(Notice of sale of bull)

DEAR SIR: This is to notify you that the bull ----- which you listed in the ----- County purebred sire campaign at \$----- has been sold. -----, the buyer, whose address is -----, will place the money in ----- Bank.

As soon as you forward the application for registry or application for transfer with the regular fee therefor to the above bank, you will be notified by the bank to ship your bull.

Hoping that you will take care of this matter at your earliest possible convenience, I am,

Yours very truly,

COMMITTEE ON INFORMATION MATERIAL

This committee should consist of representatives of the agricultural college. It should determine whether a local bulletin should be prepared and what State and United States bulletins are to be used. Motion pictures and slides should also be provided. Motion-picture theaters frequently show films on the campaign during certain hours. Firms handling electrical goods will often furnish portable lighting systems to show the motion pictures in rural districts.

Exhibits should also be shown at creameries, banks, hardware stores, and other places to cause the public, especially farmers, to realize the value of the campaign.

The committee has all good exhibits photographed and secures pictures, names, and registration numbers of all bulls placed.

CAMPAIGN IN PROGRESS

During the intensive part of the campaign the campaign manager remains rather closely at his desk in order to keep the various phases of the organization working smoothly. The time for the campaign having arrived, and the committees having made necessary preparations, not more than half a day is ordinarily consumed before the machinery is working smoothly. The speakers follow their schedules, as previously arranged, and do the necessary follow-up work after each meeting. Anyone who is interested in purchasing a bull is invited to inspect the bulls that are on exhibit and for sale. The special edition of the newspaper that has previously been prepared is sent out. Usually the daily papers carry notices and editorials. Prizes are awarded to winners in the various contests. Daily conferences are held by the executive chairman, the publicity man, and the speakers.

FOLLOW-UP WORK

After the intensive period of the campaign is over the executive committee should write letters of appreciation to all organizations that cooperated in the campaign. The chairmen of the various sub-committees should submit to the executive committee written reports on the work of their committees. The executive committee should prepare a final report for the entire campaign.

In order that the campaign may be of lasting benefit to the county, the executive committee should plan for some effective follow-up work. This may be in the form of a program to be followed for several years. Included in this program for follow-up work should be a visit at least once a year to every man that has purchased a bull, as well as instruction on feeding, breeding, and management.

STATE-WIDE SCRUB-BULL-ERADICATION CAMPAIGN

When a majority of the counties in a State are interested in better-dairy-sire work, it is often advisable to conduct a campaign on a state-wide basis. Because of its contest possibilities such a plan often encourages the organization of county campaigns. Contests may be conducted between districts and between counties. A district in this case is a group of counties under the supervision of one extension agent. Prizes are awarded to the district and county placing the largest number of purebred bulls and replacing the largest number of scrub bulls.

To carry out a state-wide campaign may require from several months to a year. This campaign does not include a short intensive drive except as the counties would conduct it in their local campaigns. In other respects the county organizations function as they do in a county campaign.

When a contest is arranged and prizes are to be awarded some equitable method must be devised for scoring the contestants. In one State campaign, where prizes were offered to county and district agents, the score for each county agent was determined by dividing the number of bulls he placed by the total number of dairy cows in his county, as reported by the United States census, and multiplying the result by 10,000. To obtain this score it was required that the bulls should be six months of age or more at the time of placing. Bulls under six months of age were allowed one-half the number of points. Five additional points were given for each replaced grade or scrub bull that had been used for breeding purposes. A bull was considered replaced when it was either castrated or slaughtered and an interest was purchased in a purebred sire which was registered and transferred. The district agents were scored as follows: Fifty points were allowed for the highest total score of county agents by districts on placements and replacements, twenty-five points for the best written plan of organization for their district, and twenty-five points for the highest percentage of counties in their district taking part in the contest.

COOPERATIVE BULL ASSOCIATION

A cooperative bull association is a farmers' organization formed for the purpose of joint ownership, use, and exchange of high-class, purebred dairy bulls.

The members of the association are divided into three or more groups of neighboring farmers, each group being known as a block. A block may consist of one herd or several herds and contain from 50 to 75 cows. One bull is assigned to each block. In order to prevent inbreeding each bull is moved to another block every two years. If all the bulls live and are kept until each has made one complete circuit, no new bulls need to be purchased for six or more years, or as long as these bulls continue to be serviceable. During this time each member will have had the use of a high-class purebred bull.

ORGANIZATION AND CONDUCT OF ASSOCIATION

The association is a strictly cooperative organization operating under a definite constitution and by-laws, copies of which may be

obtained from the State agricultural colleges or the Bureau of Dairy Industry, United States Department of Agriculture, Washington, D. C. This organization may or may not be incorporated. A board of directors composed of at least five members, or some other uneven number, is elected each year by the members, one director being elected from each block. In an association of only three blocks two directors are elected at large. The board of directors choose a president, vice president, and secretary-treasurer from among their own members. The duties of these officers are as follows: They control all business of the association, make proper arrangement of blocks and membership therein, provide a serviceable bull for each block, fix the rate of breeding fee, arrange for a keeper of the bull and his compensation, and for the care and handling of the bull.

The membership fee in an association is \$1. To finance the purchase of bulls and to meet other obligations not provided for, equal assessments on each block are levied by the board of directors. The assessment is divided among the members of the block in proportion to the number of cows each member has subscribed. Assessment levied to purchase a bull shall be prorated equally on all blocks of the association.

The service fee provides for the care of the bull. The amount of this fee is determined by the board of directors and is collected by the keeper of the bull at the time of service. The regular service fee usually applies only to the number of cows subscribed by each member. If a member desires to breed more cows than he has subscribed, the fee is usually somewhat higher. This applies also to the service of cows belonging to nonmembers. In a large number of associations a somewhat higher service fee is charged for purebreds than for grades.

In providing for the original purchase of bulls for the association it has been found advisable to have the farmer sign a membership agreement and a demand note when he joins the association. This note can then be used as security in raising money. Following is an agreement that has been used quite extensively:

(Membership agreement)

This agreement made this _____ day of _____, 192____, by and between the _____ County bull association, the undersigned (hereinafter referred to as the association), and the cosigned (hereinafter known as the breeder).

Witnesseth: Breeder hereby agrees to become a member of the _____ County _____ bull association and agrees to be subject to the rules and regulations as set forth in the constitution and by-laws thereof.

The association agrees to provide the breeder with service of a purebred _____ sire of serviceable age, of such individuality and breeding as reasonably to insure the upbuilding of the herds of the community, and located as conveniently as circumstances permit, in charge of a competent caretaker.

It is agreed that the association is to be composed of men owning jointly 30 or more cows and is to provide, as the association expends, a suitable purebred _____ sire for each group of men owning jointly approximately 50 cows, these sires to be owned in common and exchanged from group to group every two years.

The breeder agrees to pay his proportionate share of the purchase price of the bulls and other operating expenses, according to the constitution and by-laws, and to assist in the keeping of the bull in his block financially or otherwise, according to the rules adopted by the members of that block.

The breeder further agrees that his breeding herd for the next 12 months will consist of _____ females of breeding age, of which number he will breed _____ to the association bulls for the first year.

The breeder has this day executed a demand note for \$100 to the said _____ County _____ bull association, which may be used in settlement of any liquidated damages which the said association incurs by virtue of the breeder's failure to fulfill this contract. This demand note is simply a guaranty of good faith.

Per _____, President.
_____, Secretary.
_____, Breeder.

On demand, after date, I promise to pay to the order of the secretary-treasurer of the _____, 192____
 _____ County _____ bull association, one hundred dollars. For value received,
 I do hereby authorize and empower any attorney of any court of record of _____ (State)
 or elsewhere, to appear for and confess judgment against me for the above sum, or any
 part of it remaining unpaid, with or without declaration, with cost of suit and 15 per
 cent added for collection fees. Inquisition upon any real estate that may be levied upon
 to collect said judgment is hereby waived and its condemnation agreed to; and the
 prothonotary is authorized to enter upon the fieri facias said voluntary condemnation;
 and the benefit and advantages of all laws of this or any other State now in force or
 which may hereafter be passed exempting any property, real or personal, from levy and
 sale are hereby waived, without stay of execution and with release of all errors.
 Interest at the rate of 6 per cent per annum after payment is demanded.

 Address _____ [SEAL.]

The by-laws of an association should provide for a businesslike method of conducting its affairs, including the care and handling of the bulls, health of the herds, membership withdrawal, and dissolution of the association.

As a basis of figuring the refund to members who withdraw from the association the following examples are given as suggestions:

THREE-BLOCK ASSOCIATION

[Six years' service]

Withdrawing in—	Per cent refund	Withdrawing in—	Per cent refund
1 year-----	75	4 years-----	30
2 years-----	60	5 years-----	10
3 years-----	45		

FOUR-BLOCK ASSOCIATION

[Eight years' service]

Withdrawing in—	Per cent refund	Withdrawing in—	Per cent refund
1 year-----	80	5 years-----	30
2 years-----	65	6 years-----	20
3 years-----	55	7 years-----	10
4 years-----	45		

FIVE-BLOCK ASSOCIATION

[10 years' service]

Withdrawing in—	Per cent refund	Withdrawing in—	Per cent refund
1 year-----	85	6 years-----	35
2 years-----	75	7 years-----	25
3 years-----	65	8 years-----	15
4 years-----	55	9 years-----	5
5 years-----	45		

INSPECTION TRIPS AND MEETINGS

The directors, accompanied by the State dairy specialist and the county agent, should make at least one inspection trip of the entire association each year. On this trip special attention should be given to the condition of the bulls in each block and to the general progress being made by the entire association. (Figs. 12 and 13.) If possible this trip should be made before the annual meeting so that a complete report may be given to the members at this meeting.

A number of associations arrange an annual inspection trip to the different blocks for the entire membership. Such a trip in many

instances has been the means of making enthusiastic members out of those who were previously indifferent.



FIG. 12.—Inspecting bull-association bull

Some associations keep up interest by means of field meetings held on the farm of one of the members or in a conveniently located



FIG. 13.—Looking over the daughters of a bull-association bull

grove or picnic grounds. A typical meeting of this kind includes an exhibit of cows, several of the association bulls, and some of their

offspring; judging contests; community dinner; some sports; and one or more short educational talks.

BULL CLUBS

If it is impossible to secure the cooperation of more than one community in the purchase of a bull or to get enough blocks to form an association, it may be well to form a bull club. A bull club consists of a number of farmers that pool their resources to purchase one bull. The main advantage of a bull club is that each member receives the benefit of a high-class purebred bull for a small part of the purchase price of the bull. At the end of two years, however, to avoid inbreeding the bull must be disposed of and a new bull purchased unless a club in another county or in some other section of the State is willing to exchange bulls.

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